

New one from Polaroid. Under \$50.





There's a Polaroid Land camera that's just right for you.

Now there are seven Polaroid cameras for you to choose from. One of these cameras is just right for you: the right photographic versatility, the right features, the right price.

Perhaps you would like the ease of operation, the beautiful color pictures, the exciting accessory capability of the new Automatics. (Now there's an Automatic for under \$50. No kidding. Under \$50.)

Or, would you prefer the professional control and selectivity offered by the Model 180?

Or, perhaps the simplicity and economy of The Swinger will appeal to you. This booklet is designed to help you decide which Polaroid Land camera is the perfect one for you.



Model 180  
under \$190.

Model 220  
under \$75.

Model 240  
under \$130.

The Swinger  
under \$20.

Model 210  
under \$50.

Model 230  
under \$100.

Model 250  
under \$160.  
(including  
flash)



Five new ones from Polaroid.

Meet the most versatile group of Automatic Color Pack Cameras Polaroid has ever made. First of all, these cameras make beautiful color pictures in only 60 seconds, and black and white in 15. But they do much more than that. Here are just a few of the features incorporated in each Polaroid Color Pack Camera of the new 200 series:

**Electronic shutter.** Each Automatic Color Pack Camera has a transistorized electronic shutter of revolutionary design. Teamed with a sensitive electric eye, it produces perfect exposures in almost any light. All you do is choose the picture. The electronic shutter makes all the exposure calculations for you while the shutter is open.

**Lightweight.** These cameras are actually lighter than many 35mm cameras, even though they produce large 3¼ x 4¼ inch prints. Each camera has a removable cover that protects it when not in use and an adjustable carrying strap.

**Easy loading.** The new Color Pack Cameras all use Polaroid Land pack film — both black and white and color. Each pack makes eight pictures and drops into the back of the camera in seconds. There is no threading or winding. When you take a picture, you pull it out of the camera to develop, so you're ready to shoot again immediately.

**Automatic flash pictures.** The Automatic Color Pack Cameras take the guesswork out of making flash pictures. You can take flash shots indoors as easily as daylight pictures. You don't have to measure or make special flash settings from a chart. Just aim and shoot as you would for any picture. Even as you move closer or farther away, the camera does the figuring for you.

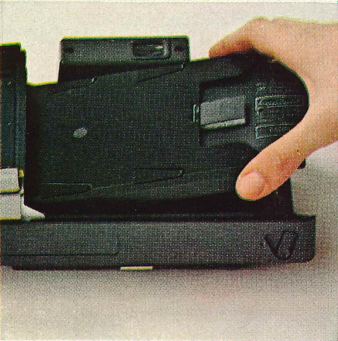
Electronic shutter.



Lightweight.



Easy loading.



Automatic flash pictures.



Model 230. The most versatile Automatic under \$100.

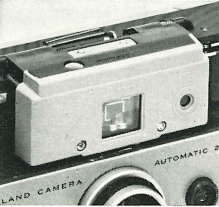
The Model 230 is the most versatile Automatic Color Pack Camera ever sold for less than \$100. Like the less expensive Automatics, it has a plastic body — but in that plastic body are included most of the deluxe photographic features of the higher priced models. Its accessory capability is greater than that of the less expensive models, allowing you to take portraits and close-ups in color or black and white.

Because the Model 230 has the sharp triplet lens, electric eye, four exposure ranges, four film speed settings, and the sophisticated 5-capacitor electronic shutter of the deluxe cameras, it performs with great versatility. With it you can take automatic time exposures of up to 10 seconds' duration, black and white shots indoors without flash, and some color shots by window light. The rangefinder is of the same double window, superimposed image type found on the Model 240. It folds down when not in use.

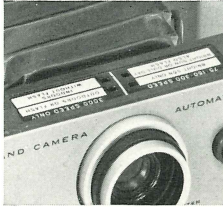
The camera comes complete with a detachable cover and adjustable nylon carrying strap.

Under \$100. (flashgun additional)

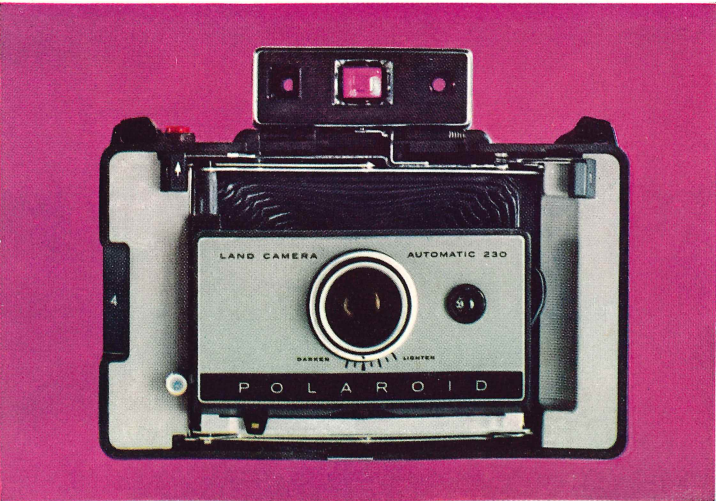
Deluxe foldaway rangefinder/viewfinder.



Four exposure ranges.



Portrait capability.



Model 240. A deluxe Automatic Color Pack Camera.

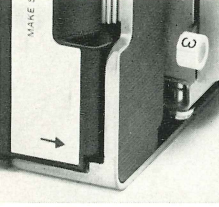
This is an exceptional camera value. It gives you the same complete accessory capability as the finest automatic Polaroid Color Pack Camera, the same superb photographic mechanism, the same handsomely crafted metal body and shutter housing and the same sharp triplet lens. In short, it gives you the most deluxe range, versatility and styling — at a lower price.

The rangefinder/viewfinder on the Model 240 is less expensive than that made by Zeiss Ikon for the Model 250. There are separate windows for the rangefinder and viewfinder, although focusing is still accomplished by superimposing two images of the subject. Exposures, of course, are automatic — indoors, outdoors, with or without flash. You can take many indoor black and white pictures in dimly lit areas without flash, as well as some color shots by window light.

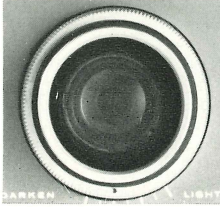
Accessory capability is complete. You can make beautiful close-ups and portraits and even take your own picture by using a self-timer. There is a tripod socket (particularly useful when making time exposures), and the camera comes complete with a detachable protective cover and an adjustable carrying strap.

Under \$130. (flashgun additional)

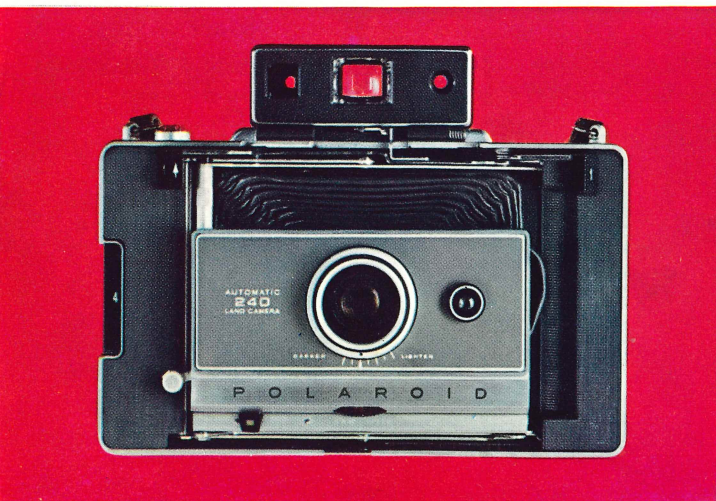
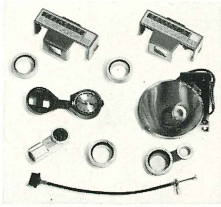
Deluxe metal construction.



Sharp triplet lens.



Full range of accessories.





Model 210. The first Automatic for under \$50.

This lowest priced model of the Polaroid Automatic line has the basic features of the most expensive Polaroid Automatics — the same great film, same fast loading, same electric eye operation, the same big 3¼ x 4¼ inch prints. And the fun and excitement of seeing your color pictures on the spot in just 60 seconds, your black and whites in 15.

Where is the money saved? The Model 210 has a precision-molded plastic body and shutter housing, a simplified non-folding rangefinder that uses an image-sizer for focusing (instead of the foldaway, superimposed rangefinder of the more expensive models), a less expensive duplet lens and limited accessory capability. All of this brings the price down to under \$50 — yet you get a camera that can take beautiful photographs in color or black and white that you can enjoy right on the spot.

The Model 210 is the lightest of the Automatics, weighing only 37½ ounces — less than many 35mm cameras. It comes complete with a detachable protective cover and an adjustable nylon carrying strap.

Under \$50. (flashgun additional)

Model 220. An “expensive” camera at a low price.

The Model 220 is an expensive camera — in everything but its price. It boasts many features that until now were found only on the more expensive Automatics. It can make time exposures in both color and black and white, for example, and it can take black and white pictures indoors without flash. Its double window rangefinder/viewfinder operates in the same fashion as that on the Model 240 (although it does not fold down). What makes the Model 220 inexpensive? It has a body and shutter housing of precision-molded plastic, a less expensive duplet lens and limited accessory capability. Yet its performance is equal in many ways to that of the more expensive Color Pack Cameras. In fact, it is the biggest bargain in the new Polaroid Automatic line.

The Model 220 is the most versatile low-priced Color Pack Camera. It delivers all the fun of instant photography and it provides great versatility (which means many extra opportunities for picture-in-an-instant fun) at a surprisingly low price.

Under \$75. (flashgun additional)

Model 230. The most versatile Automatic under \$100.

The Model 230 is the most versatile Automatic Color Pack Camera ever sold for less than \$100. Like the less expensive Automatics, it has a plastic body — but in that plastic body are included most of the deluxe photographic features of the higher priced models. Its accessory capability is greater than that of the less expensive models, allowing you to take portraits and close-ups in color or black and white.

Because the Model 230 has the sharp triplet lens, electric eye, four exposure ranges, four film speed settings, and the sophisticated 5-capacitor electronic shutter of the deluxe cameras, it performs with great versatility. With it you can take automatic time exposures of up to 10 seconds' duration, black and white shots indoors without flash, and some color shots by window light. The rangefinder is of the same double window, superimposed image type found on the Model 240. It folds down when not in use.

The camera comes complete with a detachable cover and adjustable nylon carrying strap.

Under \$100. (flashgun additional)

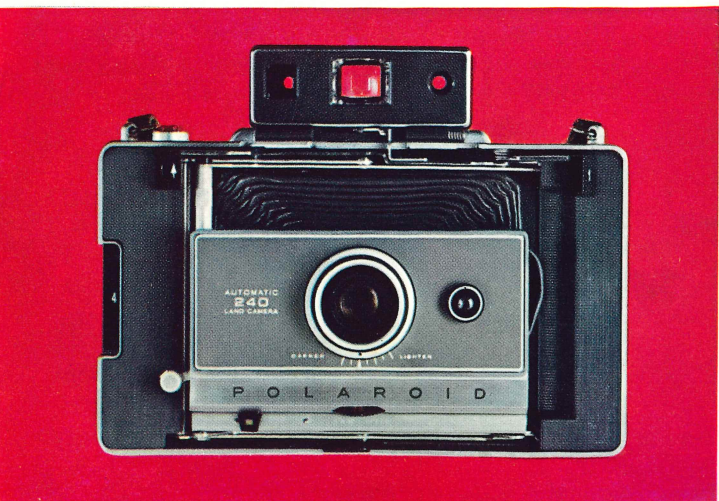
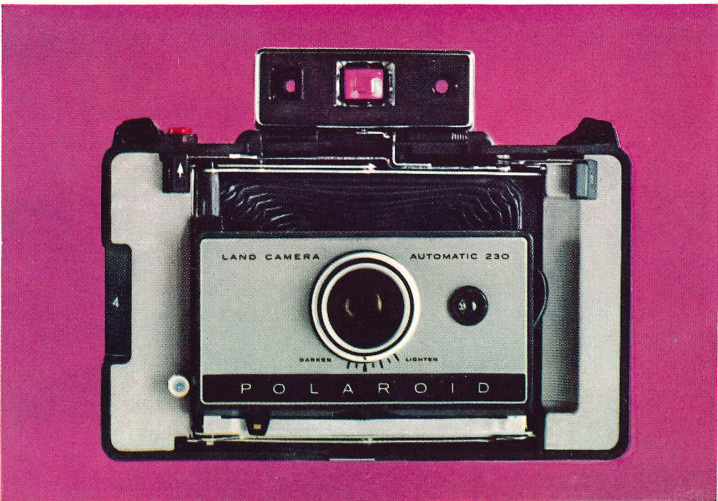
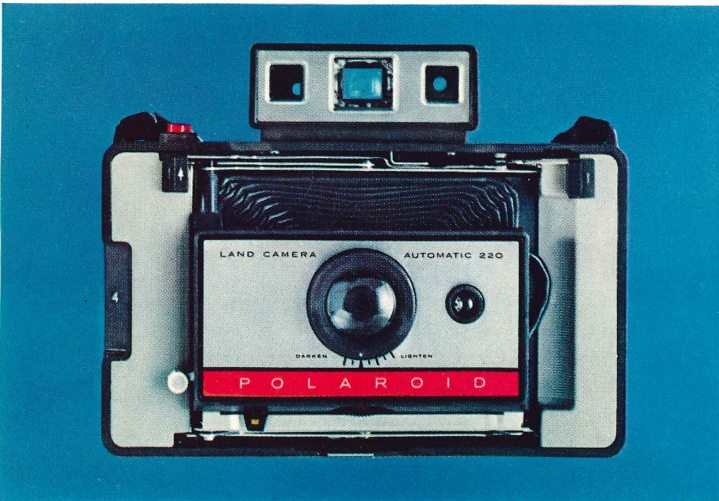
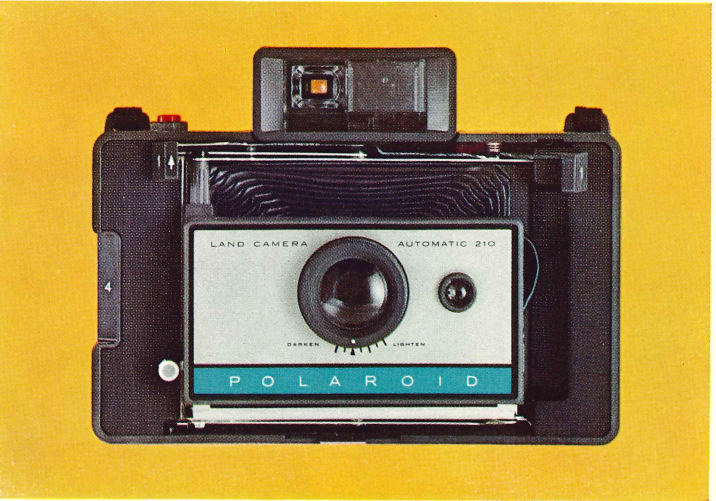
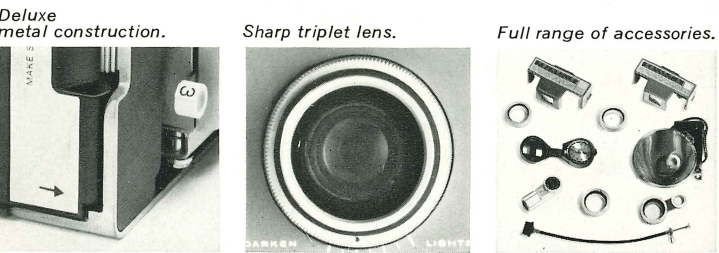
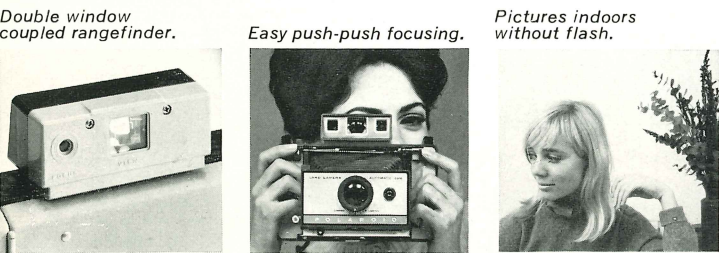
Model 240. A deluxe Automatic Color Pack Camera.

This is an exceptional camera value. It gives you the same complete accessory capability as the finest automatic Polaroid Color Pack Camera, the same superb photographic mechanism, the same handsomely crafted metal body and shutter housing and the same sharp triplet lens. In short, it gives you the most deluxe range, versatility and styling — at a lower price.

The rangefinder/viewfinder on the Model 240 is less expensive than that made by Zeiss Ikon for the Model 250. There are separate windows for the rangefinder and viewfinder, although focusing is still accomplished by superimposing two images of the subject. Exposures, of course, are automatic — indoors, outdoors, with or without flash. You can take many indoor black and white pictures in dimly lit areas without flash, as well as some color shots by window light.

Accessory capability is complete. You can make beautiful close-ups and portraits and even take your own picture by using a self-timer. There is a tripod socket (particularly useful when making time exposures), and the camera comes complete with a detachable protective cover and an adjustable carrying strap.

Under \$130. (flashgun additional)





Model 230. The most versatile Automatic under \$100.

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Because the Model 230 has the sharp triplet lens, electric eye, four exposure ranges, four film speed settings, and the sophisticated 5-capacitor electronic shutter of the deluxe cameras, it performs with great versatility. With it you can take automatic time exposures of up to 10 seconds' duration, black and white shots indoors without flash, and some color shots by window light. The rangefinder is of the same double window, superimposed image type found on the Model 240. It folds down when not in use.

The camera comes complete with a detachable cover and adjustable nylon carrying strap.

Under \$100. (flashgun additional)

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Accessory capability is complete. You can make beautiful close-ups and portraits and even take your own picture by using a self-timer. There is a tripod socket (particularly useful when making time exposures), and the camera comes complete with a detachable protective cover and an adjustable carrying strap.

Under \$130. (flashgun additional)

Model 250. The luxury Automatic Color Pack Camera.

This is the world's most remarkable camera, the most advanced of the Automatic Color Pack Cameras. Its sharp triplet lens, sophisticated electronic shutter and superb rangefinder/viewfinder give it a unique photographic versatility. Two exposure ranges for black and white and two for color let you make black and white pictures indoors without flash at low light levels, as well as some indoor color shots by window light alone. And you can make automatic time exposures of up to ten seconds. There is provision for four film speeds.

The superb rangefinder/viewfinder of the Model 250 is made by Zeiss Ikon of Germany. It is a single-window, projected frame, superimposed image finder that automatically frames each picture correctly, whatever the distance between the subject and the camera. The large single window is easy to sight through, even when you are wearing glasses. The Model 250 uses every type of Polaroid camera accessory available for the Automatics. The quality of its construction is complemented by the elegant styling of its brushed chrome trim.

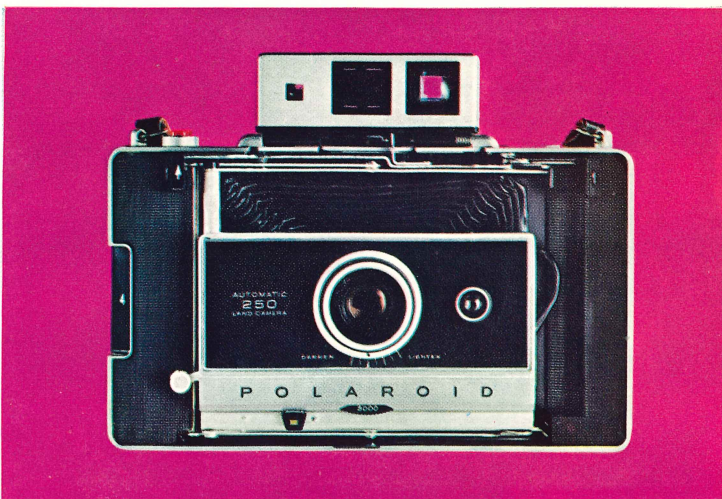
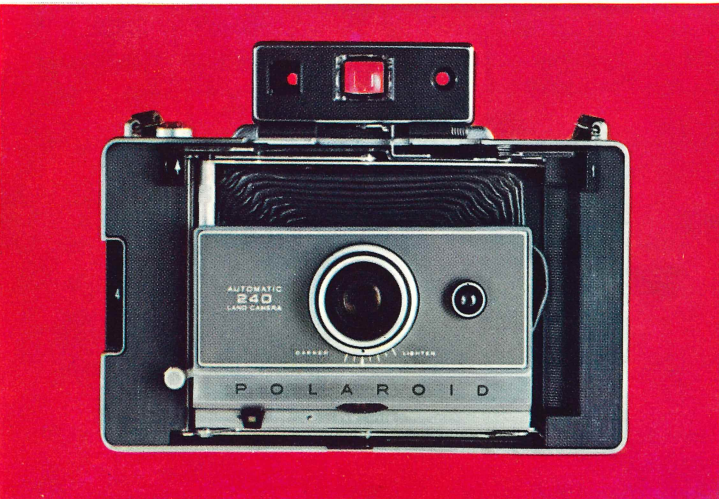
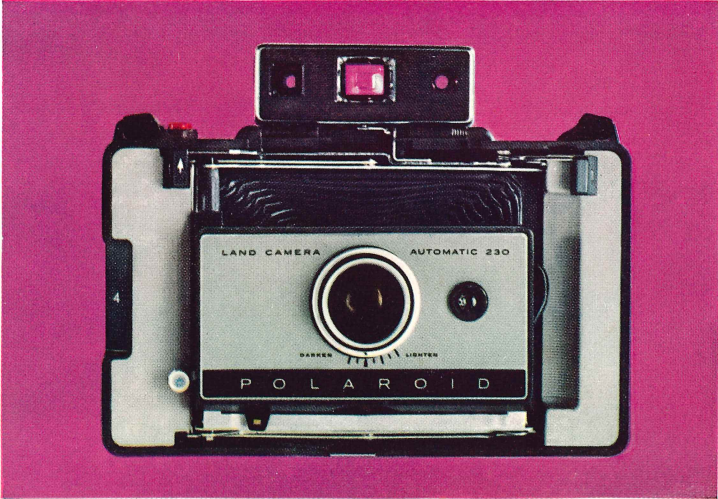
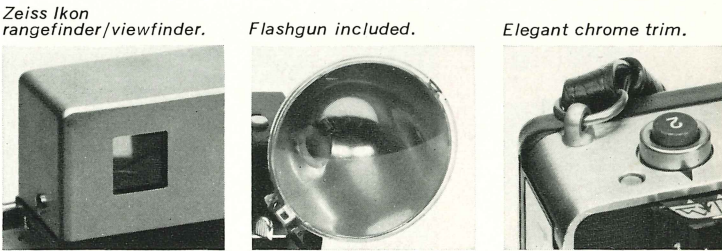
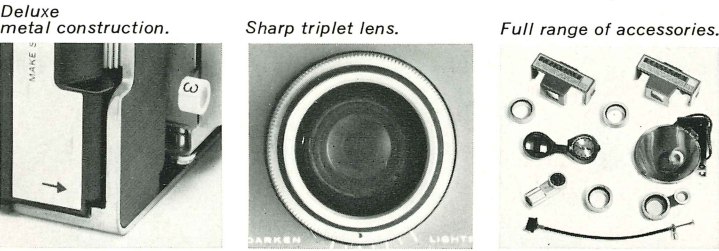
An adjustable carrying strap and cover are included.

Under \$160. (including flashgun)

Camera Comparison Chart.

All Automatics have these features:

- 1. Color pictures in 60 seconds.
- 2. Black and white pictures in 15 seconds.
- 3. Large 3¼" x 4¼" picture size.
- 4. Easy pack film loading.
- 5. Electric eye exposure control.
- 6. Light weight.
- 7. Pictures develop outside the camera.
- 8. Automatic exposure for flash.
- 9. Detachable camera cover.
- 10. Adjustable carrying strap.



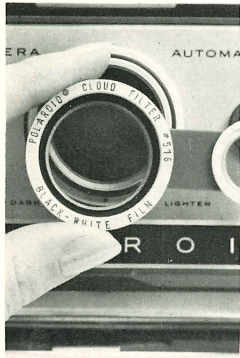
CAMERA MODELS	210	220	230	240	250
1. Special Zeiss Ikon single window range-finder - viewfinder, with chrome housing	no	no	no	no	yes
2. Flashgun included	no	no	no	no	yes
3. Brushed chrome, metal body	plastic housing	plastic housing	plastic housing	yes	yes
4. Brushed chrome, metal shutter housing	plastic housing	plastic housing	plastic housing	yes	yes
5. Tripod socket	no	no	no	yes	yes
6. Portrait lens capability	no	no	yes	yes	yes
7. Close-up capability	no	no	yes	yes	yes
8. Triplet lens	duplet lens	duplet lens	yes	yes	yes
9. Cloud filter capability	no	no	yes	yes	yes
10. UV filter capability	no	no	yes	yes	yes
11. Black & white pictures indoors without flash	no	yes	yes	yes	yes
12. Folding, double image coupled rangefinder	image sizer	yes; doesn't fold	yes	yes	yes Zeiss Ikon
13. Automatic time exposure up to 5 sec. for black & white	no	yes	yes	yes	yes
14. Automatic time exposure up to 10 sec. for color	1 sec.	yes	yes	yes	yes
15. Projected frame viewfinder	movable frame viewfinder	yes	yes	yes	yes
16. Four film speed settings	2 speed settings	yes	yes	yes	yes
17. 5 capacitors	2 capacitors	yes	yes	yes	yes
18. 4½ volt battery	3 volt battery	yes	yes	yes	yes
19. 2 exposure ranges — color	1 color range	yes	yes	yes	yes
20. 2 exposure ranges — b&w	1 b&w range	yes	yes	yes	yes



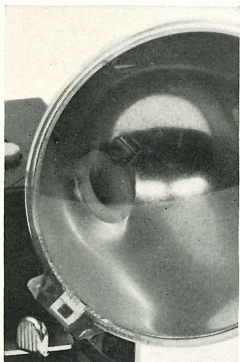


## Accessories for the five new Automatics.

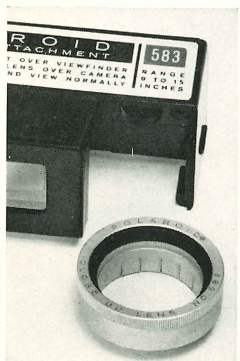
**UV Filter** enhances outdoor color pictures. It removes excess blue and makes colors look more natural. It's especially effective when photographing snow or beach scenes.\*



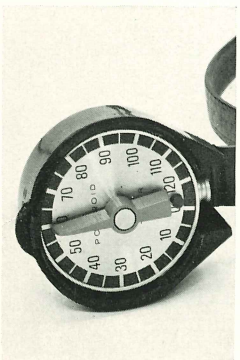
**Cloud Filter** gives added punch to your black and white outdoor shots. This orange filter improves the contrast in pictures showing an expanse of sky and clouds.\*



**Flashgun** attaches to the camera easily and lets you photograph indoors in color or black and white. It is synchronized with the shutter, and no special distance calculations are necessary. Flash shots are truly automatic. (The flashgun is included with the Model 250.)



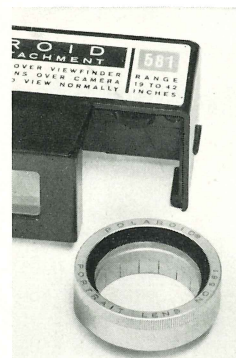
**Close-up Kit** opens up a whole new world of fun. You can take pictures as close as 9 inches to your subject, so flowers, stamps, pets and coins can be easily recorded.\*



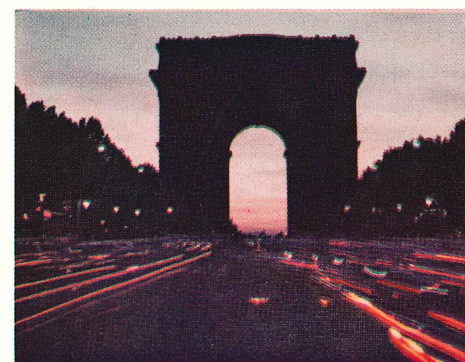
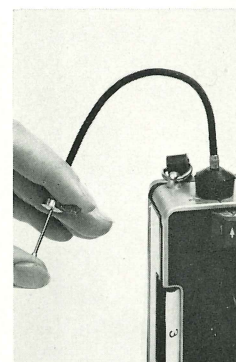
**Development Timer** clips to the camera strap. It increases accuracy in picture development, avoids wasting film. Especially useful in developing color pictures.



**Self-timer** lets you get into your shots. Simply set the release and walk into the picture. Seconds later, the shutter snaps automatically.



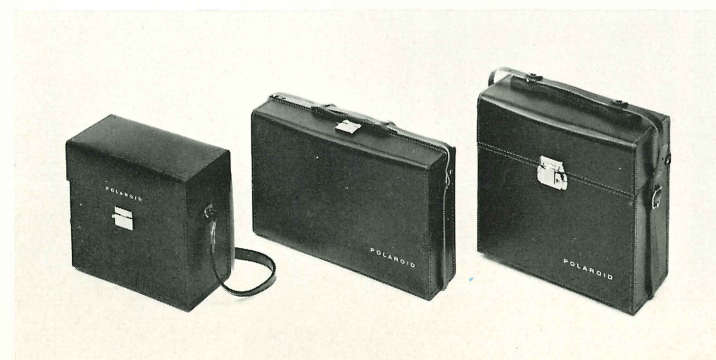
**Portrait Kit** lets you come within 19 inches of your subject for beautiful head and shoulder portraits. A view/focus adapter clips onto the rangefinder/viewfinder to insure perfect framing of every shot.\*



**Cable Release** fits over the shutter button and lets you trip the shutter without danger of moving the camera. Useful for automatic time exposures.



**Polaroid Picture Album** is a convenient way to store and display 72 Polaroid pictures, either black and white or mounted color shots. They lie flat in strong transparent jackets, protected by durable padded vinyl covers.



**Carrying Cases** make it easy to carry everything necessary for on-the-spot picture taking. The #324 is the largest case, fully fitted for all accessories and plenty of film. The #322 is a slim-line compartmented case. The #326 is a smaller budget priced compartmented case.

\*Not for use with Models 210 and 220.



## Copies and enlargements are easy to get.

Everyone will want to share your favorite pictures, but don't worry. Copies and enlargements—both in black and white and color—are easy to get. They are available from Polaroid Copy Service or directly from your dealer.

Whether you want to duplicate color or black and white

pictures, reproductions are sharp, clear and remarkably faithful to your original Polaroid picture. Ordering is easy. Each package of Polaroid film contains an order form for copies in either 2½ x 3¼ inch size or 3¼ x 4¼ inch size. Enlargements may be ordered to 5 x 7 or 8 x 10 inches. You can also order holiday greeting cards featuring your favorite Polaroid Land pictures. Service is prompt and convenient—as near as your mailbox and as handy as your daily postal delivery.

## Model 180. The finest non-automatic camera ever made by Polaroid.

This is the Polaroid Land camera designed for the photographer who wants to control his pictorial effects with the skillful choice of lens opening and shutter speed. It is a superb instrument, offering extremely wide range and versatility in both color and black and white instant photography.

The basis of the Model 180 is the revolutionary Land film pack system. Its many advantages include ease of loading, light weight and development of pictures outside the camera. To this unique system have been mated some of the finest photographic components available in the world today.

The lens of the Model 180 is made by Tomioka and the shutter by Seikosha—two renowned names in the Japanese photographic industry. The rangefinder/viewfinder mechanism is made by Zeiss Ikon of Germany. This optical and mechanical excellence teamed with the Polaroid instant picture development system has created a camera of rare distinction.

Under \$190. (flashgun additional)

**Tominon lens.** The f/4.5 Tominon lens of the Model 180 is a sharp, 4-element, color-corrected objective of the Tessar type. Focal length is 114 mm. A choice of apertures as small as f/90 will provide depth of field for black and white pictures from less than two feet to infinity in bright light. The color range is also impressive. An EV number readout is built-in.

**Seiko shutter.** The superb precision shutter is a Seiko SLV between-the-lens type. It has speeds from 1 second to 1/500th, a B (bulb) setting for time exposures, and a 10-second self-timer to let you get into your own pictures.

**Zeiss Ikon rangefinder/viewfinder.** The projected frame viewfinder automatically corrects for parallax and field size,

while the superimposed image rangefinder makes precise focusing easy. Both rangefinder and viewfinder are sighted through a single large window.

**Automatic flash pictures.** The Model 180 uses a flashgun of revolutionary design. With it you can make single-setting flash pictures at any distance between 3½ and 10 feet because this flash automatically changes the intensity of the light as you focus. The camera is also synchronized for electronic flash.

## Accessories for the Model 180.

**Custom Fitted Case** is made of top grade black vinyl with a sturdy leather handle and shoulder strap. It holds all the accessories available for the 180 in addition to the camera, film, flashbulbs and pictures.

**Filter Kit** consists of a cloud filter (orange), a UV filter for outdoor color pictures and a lens shade.

**Flashgun** is the extraordinary "focusing" flash. It automatically controls the brightness of the flash as the camera is focused on subjects from 3½ to 10 feet, allowing a single setting for most flash pictures.

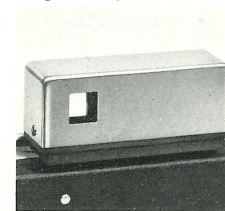
**Exposure Meter** is an ultra-sensitive light meter that can be attached to the carrying strap of the camera or to the European style accessory shoe on the camera. It can be read in convenient EV settings as well as f/number and shutter speed combinations.

**Portrait Kit** consists of a portrait lens and a view/focus adapter that clips right onto the rangefinder/viewfinder of the 180. It enables you to take striking head-and-shoulder portraits as close as 19 inches to your subject.

**Close-up Kit** lets you photograph small objects as close as 9 inches from the lens. The close-up lens screws into the lens mount and the view/focus adapter clips onto the rangefinder/viewfinder assembly to insure perfect framing of each subject.



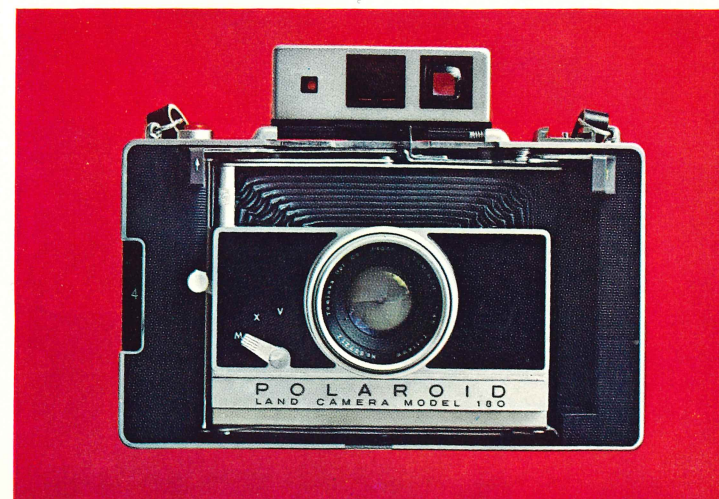
Zeiss Ikon  
rangefinder/viewfinder.



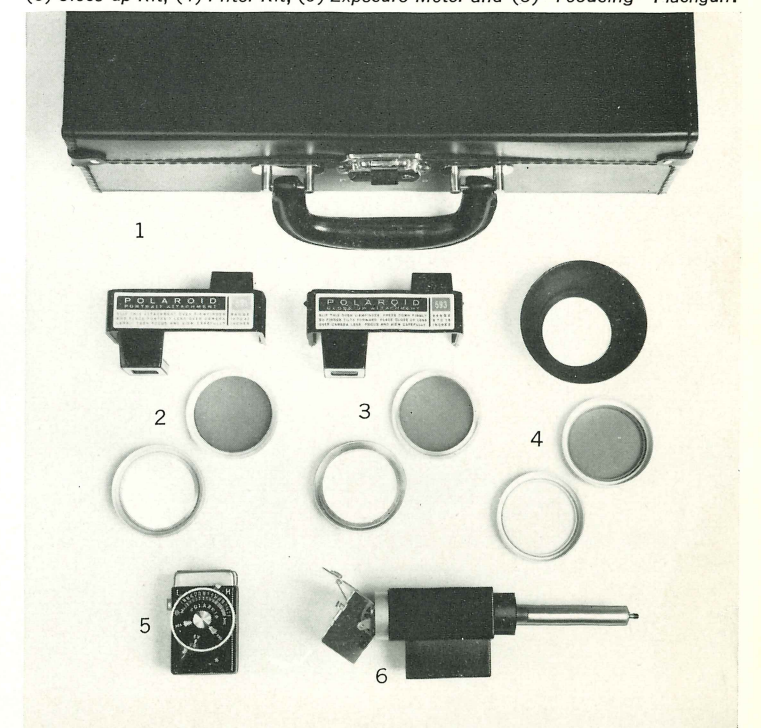
Tominon lens.



Seiko shutter.



Accessories for the Model 180 include (1) Fitted Carrying Case, (2) Portrait Kit, (3) Close-up Kit, (4) Filter Kit, (5) Exposure Meter and (6) "Focusing" Flashgun.





## Meet The Swinger. The incredible Polaroid Land camera for under \$20.

For years Polaroid worked on the problem of bringing out a low priced camera. All along, the question we kept asking ourselves was "How much camera can we give for under \$20?" The answer turned out to be a lot of camera.

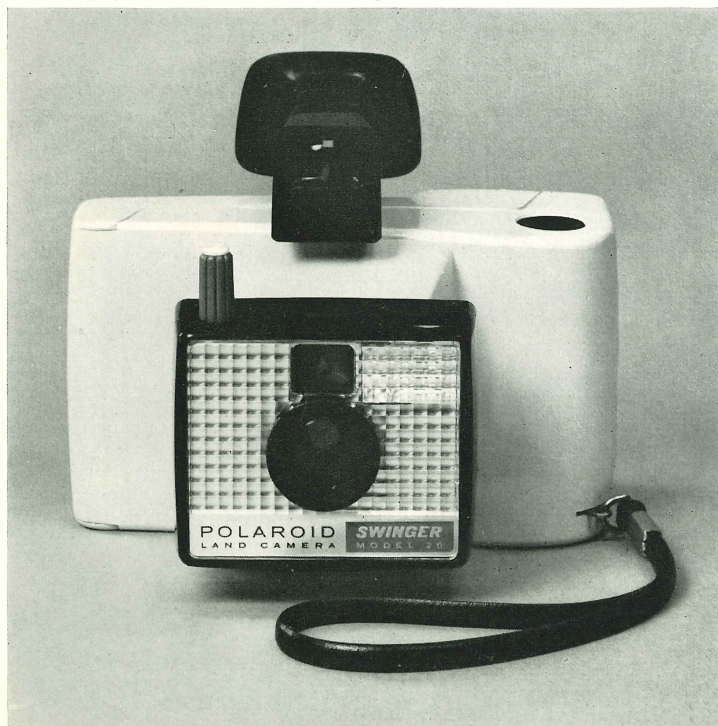
The Swinger produces beautiful  $2\frac{1}{2} \times 3\frac{1}{4}$  inch black and white pictures in 15 seconds. And even though it costs less than \$20, it incorporates some of the most remarkable photographic inventions ever devised.

To begin with, The Swinger actually "talks" to you. An ingenious photometer, built right into the viewfinder, reads YES when the exposure is correct. You twist a little knob until you get a bright, clear YES, then you push down the same knob to take your picture. That's all there is to it. Your eye never leaves the viewfinder.

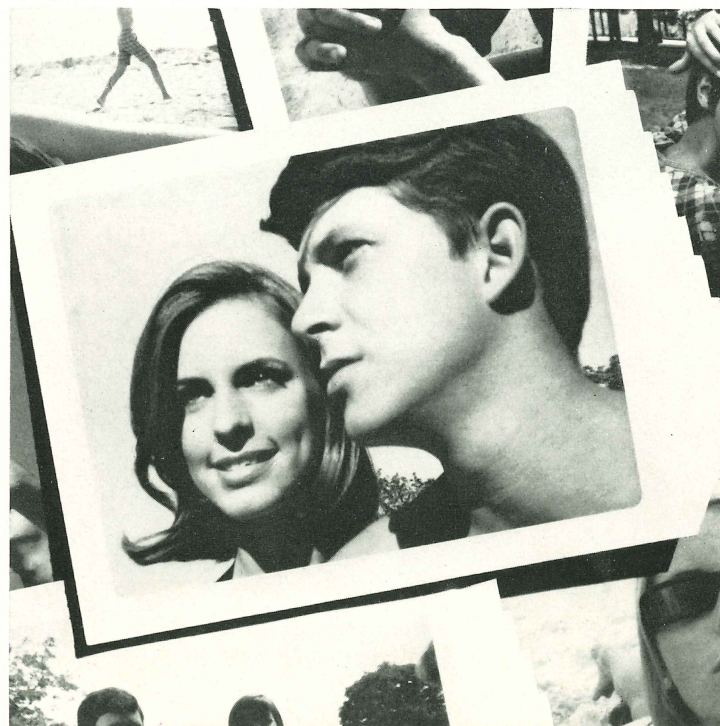
Polaroid believes picture-taking should be a spontaneous act, something exciting that happens between you and your subject. So we made The Swinger the most spontaneous camera in the world. It's very light. It swings easily from your wrist. When you want to take a picture, just swing it up. When YES appears, shoot. Pull the tab and fifteen seconds later you zip off a beautiful black and white picture. Never before have there been so few steps between the impulse to shoot a picture and the finished print. It's almost as though you wished the picture into your hand.

Meet The Swinger. Even if you own a dozen cameras, you don't own anything like it. At any price. Under \$20.

The Swinger, the camera for a whole new generation.



You get pictures like this (shown actual size:  $2\frac{1}{2} \times 3\frac{1}{4}$ ").



## There's nothing like it at any price.

**Pictures on the spot.** Fifteen seconds after you shoot you peel off a handsome  $2\frac{1}{2} \times 3\frac{1}{4}$  inch black and white picture.

**The Swinger "talks" to you.** A unique photometer, built right into the viewfinder, reads YES when the exposure is correct.

**The Swinger freezes action.** The combination of Polaroid 3000 speed film and the single shutter speed of  $1/200$ th of a second is fast enough to stop a water skier or catch a high diver in mid-flight.

**You never have to focus The Swinger.** The high speed film makes possible a small lens aperture. Pictures taken in bright sunshine are sharp from 2 feet to the horizon.

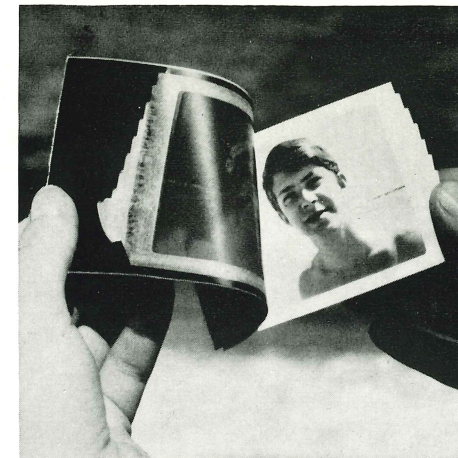
**Even the built-in flash is special.** With The Swinger, the flash is actually a part of the camera. You drop an inexpensive AG-1 bulb into the camera. The face plate of the camera serves as the flash shield.

**The Swinger is easy to load.** The film drops right into the back of the camera in seconds. There's no threading or winding. Fifteen seconds after you shoot you can zip off the print. The development system of The Swinger is similar to that of the most expensive Polaroid Land cameras, right down to the precision-ground stainless steel rollers.

**Carryall Case for The Swinger.** This is a convenient way to carry The Swinger with two boxes of film and AG-1 flashbulbs. It is made of durable black vinyl, lined with cushiony Survlon fibre.

**Film for The Swinger.** This is the new Type 20 Land film. It is the famous Polaroid 3000 speed film in roll form. Each roll has 8 pictures and each picture is a handy  $2\frac{1}{2} \times 3\frac{1}{4}$  inch wallet size.

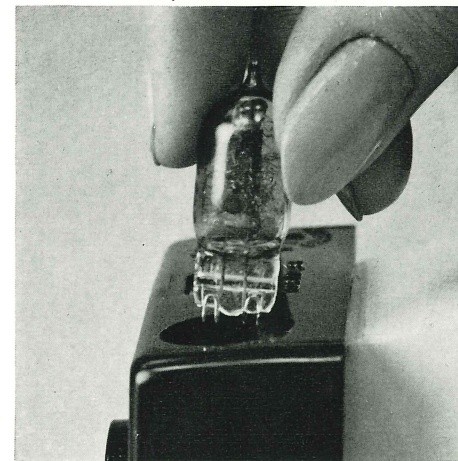
Pictures on the spot.



The Swinger freezes action.



Even the flash is special.



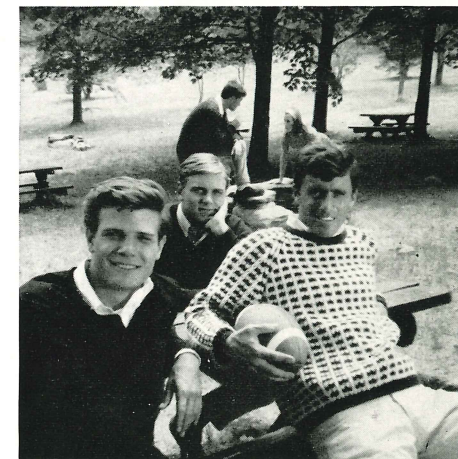
Carryall Case for The Swinger.



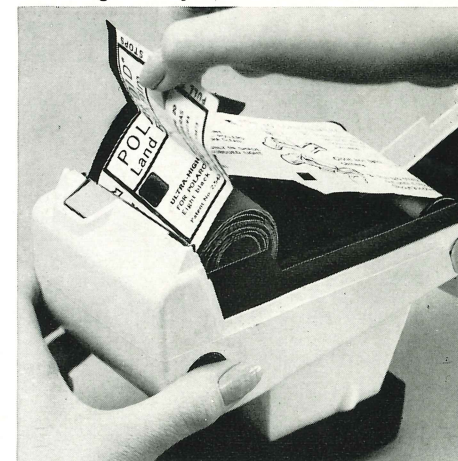
The Swinger "talks" to you.



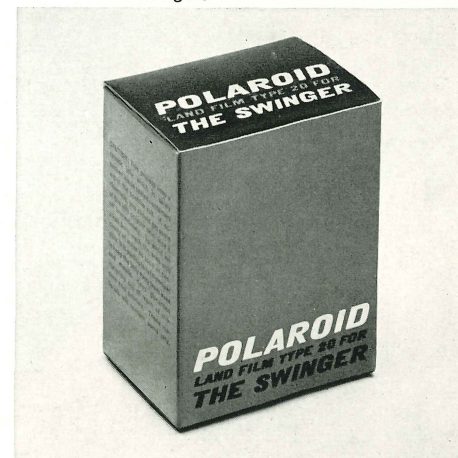
You never have to focus.



The Swinger is easy to load.



Film for The Swinger.





Is there any other way to take pictures?

